

Message Text

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ACTION EA-10

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FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 1029

AMEMBASSY BELGRADE

AMEMBASSY BONN

AMEMBASSY JAKARTA

AMEMBASSY JIDDA

AMEMBASSY KUALA LUMPUR

AMEMBASSY LONDON

AMEMBASSY MADRID

AMEMBASSY MEXICO CITY

AMEMBASSY PARIS

AMEMBASSY SINGAPORE

AMEMBASSY TAIPEI

AMCONSUL JOHANNESBURG

AMCONSUL MILAN

AMCONSUL SAO PAULO

AMCONSUL SYDNEY

AMCONSUL HONG KONG

UNCLAS TOKYO 8241

E.O. 11652: N/A

TAGS: BBSR, JA

SUBJECT: GLOBAL MARKET RESEARCH: COMMUNICATIONS EQUIPMENT AND
SYSTEMS

REF: A. STATE A-2817, APR. 22, 1975; B. USDOC 8485 (NOTAL;

C. TOKYO 7340 (NOTAL)

1. SEVEN BIDS FOR SUBJECT MR RECEIVED - SIX SINGLE-
COUNTRY BIDS ON JAPAN ONLY, AND ONE MULTI-COUNTRY BID ON 17
COUNTRIES INCLUDING JAPAN. COPIES OF BIDS AIRMAILED VIA APO
JUNE 18. SUMMARY FOLLOWS:

UNCLASSIFIED

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A) A.T. KEARNEY INT'L (ATK)

1) YEN 1,841,500 (\$6,264. EXCHANGE RATE US\$1 EQUALS YEN 294,
AS OF JUNE 19, 1975)

2) 30 PERSONAL INTERVIEWS (14 NTT AND OTHER END-USERS, 6 MFRS, 3 SALES REP/IMP, 1 CONSUL/ENG, 2 GOVT, 2 TRADE ASSN, 2 TRADE JOURNALS), PLUS 27 TELEPHONE INTERVIEWS.

3) PREVIOUS STUDIES CONDUCTED IN SAME FIELD IN JAPAN: ASSESSMENT ON JAPAN'S EXPORT CAPABILITY OF COMMUNICATIONS EQUIPMENT AND ELECTRONICS INDUSTRIES, UNDER WAY, FOR U.S. DEPT. OF LABOR: MARINE NAVIGATION AND COMMUNICATIONS EQUIPMENT, AND INSTRUMENTS AND SYSTEMS FOR OCEANOGRAPHIC EXPLORATION, 1974, FOR OIM.

B) PEAT, MARWICK, MITCHELL & CO. (PMM)

1) YEN 1,890,000 (\$6,429)

2) 30 PERSONAL INTERVIEWS (9 END-USERS, 6 MFRS, 2 CONS/ENG, 6 SALES REP/IMP, 2 GOVT, 3 ASSN, 2 JOURNAL), PLUS 20-30 TELEPHONE INTERVIEWS.

3) PREVIOUS STUDIES IN SAME FIELD: OCEANOLOGICAL EQUIPMENT, 1974, FOR U.K. DEPT. OF TRADE; SHIPBUILDING, MARINE, AND OCEANOGRAPHIC EQUIPMENT, 1973, FOR OIM; MICROWAVE COMPONENTS AND INSTRUMENTATION, 1972, FOR OIM; DATA TRANSMISSION EQUIPMENT AND COMPUTER TERMINALS, 1972, FOR OIM; COMMUNICATIONS TEST EQUIPMENT, FOR U.S. MANUFACTURER OF COMMUNICATIONS TEST EQUIPMENT.

C) AD-EX LTD.JAPAN

1) YEN 1,606,005 (\$5,463)

2) 30 PERSONAL INTERVIEWS (8 END-USER, 4 MFR, 2 CONS/ENG, 4 SALES REP, 4 IMP, 4 GOVT, 2 ASSN, 2 JOURNAL)

3) PREVIOUS STUDIES IN SAME FIELD: MICROWAVE COMPONENTS AND INSTRUMENTATION, 1975, FOR OIM, UNDER SUBCONTRACT FOR NICHIBEI; ELECTRONIC EQUIPMENT USED IN AVIONICS, 1974, FOR UNCLASSIFIED

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BRITISH TRADE CENTER, TOKYO.

D) FNCC MANAGEMENT CONSULTANTS

1) YEN 1,904,500 (\$6,478)

2) 50 PERSONAL INTERVIEWS (15 END-USER, 15 MFR, 10 SALES REP/IMP, 5 GOVT, 3 ASSN 1 ENG, 1 JOURNAL)

3) PREVIOUS RELATED STUDIES: ELECTRONICS PRODUCTS, 1973, FOR BRITISH EMBASSY; ELECTRICAL/ELECTRONIC CHARACTERISTIC MEASURING EQUIPMENT, TEST SETS AND INSTRUMENTS, 1969, FOR OIM; ELECTRONICS INDUSTRY, 1967, FOR OIM.

3) DODWELL MARKETING CONSULTANTS

1) YEN 2,100,000 (\$7,143)

2) 43 PERSONAL INTERVIEWS (10 MFR, 16 END-USER, 5 IMP, 3 GOVT, 5 ASSN, 3 JOURNAL)

3) PREVIOUS RELATED STUDIES: MARINE RADIO EQUIPMENT, 1973, FOR UMK. FIRM.

F) BUSINESS INTERNATIONAL OF DELAWARE INC., JAPAN BRANCH

1) YEN 2,460,000 (\$8,367)

2) 30 PERSONAL INTERVIEWS (10 END-USER, 5 MFR, 5 DISTRIBUTOR, 5 GOVT, 5 ASSN)

3) PREVIOUS RELATED STUDIES: VISUAL DISPLAY TERMINALS.

G) MITSUBISHI CHASE MANHATTAN CONSULTING COMPANY, LTD. (MCMC) - (JOINT VENTURE SET UP IN 1973 BY CHASE MANHATTAN CONSULTING INC., BRUSSELS (40 PERCENT) AND MITSUBISHI GROUP (60 PERCENT)

1) COST:

| | | PRICE FOR ONE STUDY OF ANY COUNTRY IN THE GROUP | PRICE FOR EACH ADDITIONAL IN THE SAME GROUP |
|--------------|-------|---|---|
| GROUP I | JAPAN | \$12,750 | |
| UNCLASSIFIED | | | |

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| | | | |
|-----------|-------------------|----------|----------|
| GROUP II | TAIWAN | \$11,250 | \$ 6,750 |
| | SINGAPORE | | |
| | MALAYSIA | | |
| | INDONESIA | | |
| GROUP III | FRANCE | \$18,000 | \$12,000 |
| | W. GERMANY | | |
| | ITALY | | |
| | NETHERLANDS | | |
| | U.K. | | |
| | SPAIN | | |
| GROUP IV | YUGOSLAVIA | \$22,500 | \$18,750 |
| | SAUDI ARABIA | | |
| GROUP V | AUSTRALIA | \$18,000 | \$18,000 |
| | REP. OF SO.AFRICA | | |
| GROUP VI | BRAZIL | \$ 9,000 | \$ 7,500 |
| | MEXICO | | |

MINIMUM FEE FOR ONLY ONE STUDY FROM ENTIRE PROJECT WILL BE \$12,750. PAYMENT IN OTHER CURRENCIES NEGOTIABLE. SURVEY WORK WOULD BE CONDUCTED AS FOLLOWS:

GROUP I - MCMC TOKYO.

GROUP II - MCMC TOKYO.

GROUP III - CHASE MANHATTAN CONSULTING, INC., BRUSSELS.

GROUP IV - CHASE WORLD INFORMATION CORP., NEW YORK.

GROUP V - SPECIAL MCMC TEAMS.

GROUP VI - SUBCONTRACTORS.

MCMC TOKYO WOULD HAVE OVERALL RESPONSIBILITY FOR MANAGING
AND PLANNING ENTIRE PROJECT FOR ALL COUNTRY AREAS.

2) 44 - 60 PERSONAL INTERVIEWS, DEPENDING ON COMPLEXITY
AND SOPHISTICATION OF THE MARKET IN GIVEN COUNTRY.

3) PREVIOUS RELATED STUDIES: COMPUTER AND DATA TRANSMIS-
SION - ASSSSMENT OF MARKET FOR JAPANESE COMPUTER EXPORTS TO
BRAZIL, ISRAEL, MEXICO, INDIA, TAIWAN, KOREA, TURKEY, IRAN,
PHILIPPINES, THAILAND, AND ETHIOPIA; FOR JAPANESE MINISTRY
OF INTERNATIONAL TRADE AND INDUSTRY. ELECTRONIC SYSTEMS
MARKET IN JAPAN, FOR U.S. MANUFACTURER OF FAILURE WARNING
DEVICE FOR ELECTRONIC SYSTEMS. FEASIBILITY OF DATA COMMUNI-
CATIONS APPLICATION FOR BANKING OPERATIONS IN JAPAN, LONDON,
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AND NEW YORK, FOR MAJOR JAPANESE BANK.

2. EMBASSY'S RECOMMENDATIONS FOR JAPAN STUDY: IN OUR VIEW, ATK,
PMM, AD-EX COULD ALL DO CREDITABLE JOB ON THIS MR BECAUSE OF
PREVIOUS RECENT EXPERIENCE OF THEIR RESEARCHERS IN SAME FIELD AND
ON PREVIOUS STUDIES FOR OIM. OF THESE THREE, BELIEVE CHOICE
SHOULD BE MADE BETWEEN ATK AND AD-EX. ATK IS PERHAPS STRONGEST
IN TERMS OF EXPERIENCE PARTICULARLY IN LIGHT OF RELATED SIMILAR
STUDY BEING DONE FOR DEPT. OF LABOR. HOWEVER, AD-EX RESEARCHER
RON FINNE, WHO HAD SOLE RESPONSIBILITY FOR MICROWAVE COMPONENTS
MR SUBMITTED BY NICHIBEI IN JAN. 1975, HAS CONSIDERABLE TECHNICAL
EXPERTISE. WHILE AD-EX BID IS LOWEST, ATK'S PROPOSAL IS SUPERIOR
PARTICULARLY IN ITS METHODOLOGY SECTION REFLECTING MORE CAREFUL
ANALYSIS OF THE MARKET IN QUESTION. ATK IS CONDUCTING THIRD MR
UNDER FY 75 ANNUAL CONTRACT, AND SOON WILL COMMENCE FINAL MR
WHICH EMBASSY UNDERSTANDS WILL BE DUE IN OIM SEPT. 30. HOWEVER,
ATK HAS ASSURED US THAT THERE WOULD BE NO CONFLICT BECAUSE
OF AMPLE PERSONNEL (ATK - 3; SUMITOMO BUSINESS CONSULTING,
ATK'S ASSOCIATES - 48). DURING PAST YEAR, ATK HAS MET ITS
DEADLINES.

3. MODIFICATIONS CITED REFTEL B, PARA 2 (C) ARE IN EFFECT.
HODGSON

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<< END OF DOCUMENT >>

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